

E. Other Program Activities

Discussion of Toll-Free Hotlines

/2004/ PHIR Services for Women, Children and Families-- Since 1995, the MCH Hotline has provided comprehensive information on the various MCH programs in Wisconsin. (The MCH Hotline received 8,660 total calls during CY 2002.) During this time, the need has grown for other state health-focused programs to establish a toll-free hotline and supporting information and referral service. In order to avoid unnecessary duplication, the state combined the needs of these programs into one comprehensive PHIR service for women, children and families provided by one agency, Gundersen Lutheran Medical Center, LaCrosse, Wisconsin. The purpose of developing a comprehensive hotline system is to streamline the mechanism by which individuals and families can receive information and access specific providers in Wisconsin. This agency combines information and referral services for the following programs:

- MCH Hotline, including the CSHCN Program and reproductive health.....(800) 722-2295
- Services Hotline for Women, Children and Families (ACT 309).....(877) 855-7296
- Supplemental Nutrition Program for Women, Infants and Children (WIC).....(800) 722-2295
- Wisconsin Medicaid, including HealthCheck and Healthy Start.....(800) 722-2295
- Wisconsin Birth to 3 Program & Regional CSHCN Centers (First Step Hotline).....(800) 642-7837
- Wisconsin Well Woman Program (Wisconsin Women's Health Hotline)(800) 218-8408

The website address is www.mch-hotlines.org.

In addition, the CSHCN Program maintains a toll-free phone number (800) 441-4576 to assist parents and providers regarding children with special health care needs.

The Statewide Poison Control System was implemented on July 1, 1994, with state GPR funds (\$375,000) and a 50% match requirement from each regional poison control center. The program provides Wisconsin citizens with the following services: a toll-free hotline allowing easy access for poison control information; quality interpretation of poison information and needed intervention; and education materials for consumers and professionals. As of July 1, 2001 the Wisconsin Poison System contract solely supports the poison control center located at the Children's Hospital of Wisconsin, Milwaukee. The University of Wisconsin Hospital and Clinics, Madison continues to support the poison control system in Wisconsin by staffing a Poison Prevention Education Center. The Children's Hospital of Wisconsin Poison Center received 53,785 total calls during CY 2002; 41,041 were human exposure calls.

Women's Health

/2003/ Our Title V MCH/CSHCN Program is looking at how to expand the role of women's health in maternal and child health. A work plan for this expansion is being developed. Also staff are working to become familiar and involved with broader women's health programs, both within our department and statewide. For example, this includes forming stronger relationships with women's health-related programs such as the Wisconsin Well Women Program, located within the BCDHP of DPH, and our involvement

with the Wisconsin Coalition Against Domestic Violence (WCADV) and their statewide Domestic Violence and Health Care Campaign.

//2004/ Our Title V MCH/CSHCN Program continues to work on expanding the role of women's health in maternal and child health. A work plan for how to build systems collaborations promoting a life span approach to women's health in Wisconsin has been developed and will begin to be implemented in 2004. A strong partnership has been formed with the WCADV as a result of our membership on the Leadership team for their statewide Domestic Violence and Health Care Campaign. A Public Health and Domestic Violence Implementation Work Plan was developed with the input of partners from LPHDs, schools, community organizations, and other DPH programs. The plan, which has a goal of domestic violence prevention, identification, and intervention being integrated within the public health system at all levels and across the life span to promote safe, healthy, and resilient families working toward a violence free culture, was presented at a statewide summit held for their Domestic Violence and Health Care Campaign. Staff from MCH and WCADV will now work on moving the work plan forward. //2004//

Wisconsin Medical Journal

In collaboration with the WMS, the Title V MCH/CSHCN Program put together an entire issue of the *Wisconsin Medical Journal*, April 2000 (official publication of the Medical Society) devoted entirely to MCH. Entitled "Maternal and Child Health: Ensuring a Healthy Future", this issue of the *Wisconsin Medical Journal* covered a wide array of topics and serves to enhance the visibility and leadership of Title V MCH/CSHCN Program in Wisconsin.

Although the initial impetus for this project was to raise the visibility of Title V MCH/CSHCN Program among Wisconsin's physicians through the WMS, we found that these articles resonated with a wide variety of stakeholders in MCH both in Wisconsin and throughout the country.

//2004/ The May 2003 issue of the WMJ featured articles on Women's Health, including the Guest Editorial by the Secretary of DHFS, Helene Nelson, "Public Health and physicians: Working together to improve Wisconsin women's health", <http://www.wisconsinmedicalsociety.org/uploads/wmj/Nelson.pdf> and an article by Whitfield et.al., mentioned previously <http://www.wisconsinmedicalsociety.org/uploads/wmj/Jehn1.PDF>. //2004//